

Our children are not empty bottles to be
filled, but candles to be lit.

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MAY 24 1993

J.B. Priestley

DOCKET #

TV trauma

Continued from Page 3

the American murder rate, a 92 percent jump in Canada. In South Africa, the murder rate went down by 7 percent. Centerwall considered other explanations for the dramatic increase such as civil unrest, availability of firearms and economic conditions. "None provides a viable explanation," he says.

"There's a difference between correlation and cause and effect," counters Chuck Sherman, a spokes-

Regardless of what they watch, children who are heavy viewers tend to read less, play less.

Violence saturates children's television programming far more than the prime-time shows adults watch, says Gerbner, dean emeritus of the Annenberg School of Communication at the University of Pennsylvania.

Gerbner and a research team have been tracking television violence since 1967, counting every time someone hurts or kills or threatens to do so, on television shows. The latest count, as of November 1991: 32 acts of violence per hour during children's programming on network television, compared to four violent acts during prime time.

In a study last year, TV Guide gave a chilling breakdown of the violence displayed over 10 Washington, D.C., stations during one 18-hour period in April 1992. The tally was 1,848 individual acts of violence. Among them: 363 scenes of gunplay; 389 assaults; 673 scenes of

Experts' tips help parents counter TV's effects

Knight-Ridder Newspapers

WASHINGTON — Experts on children and television suggest several ways that parents can try to counter the negative effects on children of watching television:

- Help your child make a time chart of daily activities: homework, play, TV-watching, etc. Talk about what to eliminate and put in its place.

- Set a weekly viewing limit. Let your child choose programs at the beginning of the week. As

sign points to programs and give the child a total to spend weekly. Programs you don't want your child to watch can "cost" more points.

- Watch television with your children and talk about what you see so they learn there are other ways of looking at what's on.

- Watch at least one episode of your child's favorite shows to learn how violent they are. Talk about why the violence happened and the pain it causes. Ask your child how conflicts can be solved

without violence.

- Explain to your child how violence on television is "faked" using stunt men, camera angles and other video techniques.

- Don't use television as a reward or punishment.

- Encourage your child to watch shows with characters that cooperate and care for each other.

- Explain to the child the values your family holds about sex, drugs, alcohol and the treatment of women and the less-fortunate.

- Set a good example. Too

many parents complain about their children's viewing habits but watch whatever is on.

- Adopt a television station. In Maryland, parents and community groups have teamed up to monitor children's programming at local stations and meet with station officials to discuss their concerns. For more information about the campaign, contact the Center for Media Education, PO Box 33039, Washington, DC 20033-0039, or call 301-270-3379.

Sources: Professor George Gerbner, University of Pennsylvania; American Psychological Association; Center for Media Education.

vision for a yet-to-be-released study.

As for sex, another researcher E.J. Roberts observed it's "treated

reruns of the cartoons, "The Jetsons" and "The Flintstones," were educational. It is also considering stricter guidelines.



93-478

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MAY 24 1966

FCC MAIL ROOM

To Whom it may concern

I read recently an article
in the Mercury News (San Jose)
regarding children's TV programming.

I have been an advocate for
good TV programs for children
for the past 20 years. A whole
generation of children have grown
up with the poor quality of ~~children~~
TV. The violence they watch has
been harmful, I'm sure.

Please pass this recommendation

X
7
/

to stop the poor programming hiding
under the guise of "education".
We all owe it to the children

Sincerely

Mrs. J. Jennings
14315 Avenida Ave.
Saratoga CA 95078

270 Birch St. 93-48
Phillipsburg N.J. 08865
5-21-93
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Federal Comm. Comm.

Am 222

1919 M. St. NW

Washington D.C.

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FCC MAIL ROOM

Dear Sirs:

Reading our daily paper, I saw where
they want you to write & tell the F.C.C.
what you think of TV.

Well I don't think much of it. All
the good shows have had their finales.

I'm at it now and I hope to make a

Before the askes got cold in WACO - Texas
they started making a movie -

On Channel 6 when it's "news time" they show the murder happening after another Channel 11 & N.Y. network 13 have lost news coverage -

I blame TV for all these crimes that
are being done by the younger generation. Not
only black - by Hispanic, white & Porto Ricans

-3-

Not even in like about last even.

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FCC MAIL ROOM

9348

May 20, 1993

Dear Sir or Madam, DOCKET FILE COPY ORIGINAL

I'm am writing a few short lines to encourage you to have stricter guidelines for children's programming. I would like to see more educational programs and shows that help kids deal with situations they face growing up.

I definitely would like to see a reduction in swearing, including using God's name in vain.

While I limit my daughter's television viewing time & monitor programs, I can't do this when she is with other family members, sitters, & friends.

It would be wonderful to get T.V. cleaned up to a point where one could watch an entire show without references

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MAY 24 1967

NO SEX, PROFANITY, or
graphic violence.

Thank you in advance
for your efforts.

Sincerely,
Beth Weese

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May 19 1993
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MAY 24 1993

FCC MAIL ROOM

To Children's TV,

I feel that there should be more hours of educational TV especially with all of the technology available today. Children need all of the help that they can get growing up in such a violent society and with often limited success in the classroom.

I also feel that there should be a limit to the levels of violence on TV. One study states that 72% of teenage crime exactly reproduces crimes seen on TV. It is my hope that there will be a change for the better in the future.

Sincerely,

Diane Stegman

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93-48

5/19/93

Secretary of the FCC
Room 222
1919 M Street NW
Washington, D.C.

MAY 24 1993
FCC MAIL ROOM

Dear Secretary,

Kudos to you for taking a look at the current lack of standards for educational/informational programming. Television has an incredible potential to send positive educational and social messages, yet apart from a few exceptions, it presently serves much the opposite ends. As a cultural anthropology major at Dartmouth College, it became apparent that one of the most powerful behavioral modifiers is the process of modeling and peer reinforcement. Behaviors we observe, especially those that are implicitly sanctioned as being a "norm", affects how we will next think and act in a similar situation. That is the power of television or any other form of mass media.

What makes your task for reform particularly daunting is that those who have the power to make changes are perhaps the least able to appreciate its necessity. As "successful" individuals they are by definition sufficiently socialized to the extent that images of violence, disregard, or disrespect will probably not have much of an affect on their behavior. Hence the attitude of "What's the big deal--it's only a movie!". I would contend that for many people, especially those without strong role models of appropriate behavior, these images have a very definite and different level of reality. I have worked with troubled youth and one must also be able to see the world from this perspective to understand the impact media can have. We know that advertising is effective. Television is but social advertising, and we must

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93-48

5/12/93

FCC MAIL BRANCH

Basic Educational programs
should be on.

Schoolhouse Rock, which
clarifies or reinforces math
and English ~~is~~ would be
wonderful. It should be

the more educational and informational shows out there for children. I must admit though that I always enjoyed watching it, but it does display a somewhat barbaric lifestyle.

I think that for a show to be educational and informational it should involve something that requires children to think and use their brains. Shows like James Bond Jr. and Johnny Quest are mystery cartoons which involve a lot of putting clues together, figuring out mathematical equations, and using your memory to keep up with them. And the characters are always traveling somewhere new, which helps the viewers learn a lot about geography. I also think that there should be more shows that promote reading, during children's viewing hours. There are also older shows directed towards children like - The Rocky and Bullwinkle Show which used Aesop's Fables, and the show Davey and Goliath - which had good moral themes behind them.

There are also a few shows that I would not classify as educational and informational because of their violence, negative dialogues, and the rude behavior which their characters display. They are shows like Beetlejuice, The X-MEN, and G.I. Joe.

Even though The Simpsons is aired during prime time, I would have to classify it as a children's television show because it is a cartoon where several of the main characters are children, and most of its viewers are children. I feel that The Simpsons is one of the worst television shows on the air, directed towards children. The father, Homer, is displayed as a complete and total moron, and his children have no respect for him. The son, Bart, is really a brat. The father and the son are constantly making fun

of the mother and oldest sister and have no respect for them what so ever. And the youngest daughter, Maggie, is only about two years old and is completely ignored by everyone. The show displays a lot of violence and it is very demeaning. The fact that it is aired during prime time just attracts children to other prime time shows that may not be appropriate for their viewing.

Before closing I would like to thank you for giving me the chance and enough consideration to be able to voice my opinion on this issue before any further actions is taken.

Sincerely,

Jeanette J. Alkins
Jeanette J. Alkins